



Taking Care of Business

...Tools for Success!

Summit Agenda

TUESDAY - November 8, 2011

10:00 am - 5:00 pm	Registration - Marquis Salon D Foyer	
1:00 pm - 3:15 pm	Opening Session - Marquis Salon D	
	<p>Welcoming Remarks and Introduction of Keynote Speaker <i>Dr. Helen Parker</i>, Regional Administrator, U.S. Department of Labor, Employment and Training Administration</p> <p>Keynote Address Understanding the Current Forces Shaping Business and the Market Place; What are the Structural Changes the Economy is Undergoing and What Does the Future Hold?</p> <p><i>Thomas J. Cunningham</i>, Ph.D., Vice President, Senior Economist and Regional Executive - Federal Reserve Bank of Atlanta</p> <p>Panel Discussion Moderated by Dr. Helen Parker, Regional Administrator Businesses Say...</p> <p><i>Travis Short</i>, President, Horizon Shipbuilding <i>Darlene Goddard</i>, Executive Director Human Resources, Winco Manufacturing <i>Jolene Jefferies</i>, Vice President, DirectEmployers</p>	
3:15 pm - 3:45 pm	Networking Break	
3:45 pm - 5:00 pm	Track 1: Business-Driven Solutions	
Day One Activities	1 Effective Employer Engagement in Successful Collaborations <i>International Salon C</i>	2 Building Frameworks for Tomorrow's Business Challenges: How Collaborating With Industry, Workforce, and Education Partners Can Address Industry Needs <i>International Salon 1</i>
	<p>Successful regional collaborations require significant investments of resources. They make sense only if all partners see tangible benefits; they are all about effective action, not just planning. Meaningful engagement of employers in such partnerships raises special challenges, but great potential rewards. In this highly participatory workshop, attendees will engage in discussion about the benefits and challenges associated with building and maintaining effective coalitions. The session will describe real-life experiences of stakeholders in 26 WIRED regions as illustrations of challenges and successes that you should anticipate. The session will focus on lessons <i>from the field for the field</i>. Attendees will weigh in on challenges and decisions involved in developing and sustaining of partnerships.</p> <p><i>Jeff Padden</i>, President, Public Policy Associates, Inc., National Evaluator for WIRED <i>Nancy Hewat</i>, Project Director, Public Policy Associate</p>	<p>This workshop will provide information on strategies to develop a sustainable system for training workers via a collaborative process. Engaging college and university partners to assist in developing training through various modalities can assist industry partners in optimizing workforce training goals. This workshop will explore the importance of providing workers with training and development goals so that the workforce can continue to prepare for technological and economic evolution. Through best practice strategies learned from a grant funded by the U.S. Department of Labor, attendees will learn of various tools to engage community educational institutions and workforce partners.</p> <p><i>Eric Carver</i>, Faculty, HIM/Healthcare Informatics, St. Petersburg College <i>Dr. Sandra Cassity</i>, Director of Education, Baycare Health System - Business Co-Presenter</p>

3:45 pm - 5:00 pm	Track 1: Business-Driven Solutions (Continued)	
Day One Activities	3 Addressing Skills Aging and Job Qualification Mismatch in the Modern Economy <i>International Salon 2</i>	4 Grab a Business! <i>International Salon 3</i>
	<p>We are living in a rapidly changing and globalized economy, in which new industries are constantly being created and the nature of existing industries is continuing to change at a fast pace. Competition for businesses and jobs is worldwide. This implies that the knowledge and skills needed in the job market, particularly for knowledge-intensive and/or technology-oriented industries, are also rapidly changing, hence creating the skills aging and mismatch problem. Addressing this problem for business and industry is critically important to the competitiveness of our workforce, as well as to the future of our economy. Closer collaboration among industry, universities and government is needed in this changing economy to respond to business needs.</p> <p><i>Dr. Yi Deng, Dean College of Computing and Informatics, University of NC - Charlotte</i></p>	<p>Get real time information that will inspire you as you reach out to businesses and amp up your chamber connections, peer networks and websites all in the effort to engage businesses in workforce services. Learn the value of integrating <i>business services</i> into the operations of the One Stop Career Center and what it really means to have business as a valued customer.</p> <p><i>Lisa Rice, President, Brevard Workforce Kim Tesch-Vaught, Vice President of Workforce, Gainesville Area Chamber of Commerce - Business Co-Presenter</i></p>
	5 Regional Business Engagement <i>International Salon 4</i>	6 Using Subject Matter Experts to Meet the Needs of Business <i>International Salon 5</i>
	<p>Learn from multiple areas about common policies, services, and engagement approaches that are streamlined and integrated with businesses and the unemployed. This workshop will cover a menu of innovative job creation and training program strategies.</p> <p><i>Ann Shirra, Assistant Commissioner of Employment Services, Georgia Department of Labor Gwen Dellinger, Director of Workforce Development, Northwest Georgia Regional Commission Tyrone Williams, Workforce Relations Manager, North Carolina Department of Commerce, Division of Employment Security</i></p>	<p>Paying attention and attracting businesses to the table has led to a manufacturing movement in many areas that you can draw ideas from. While others may be talking about alternative energy, hear how two different approaches can play a significant role in drawing alternative energy businesses into a WIB supported and non-WIB supported consortium.</p> <p><i>Lloyd Longnion, Director, Workforce Training, Cleveland State Community College Jim Stephens, President and CEO, Solarwise LLP - Business Co-Presenter Mike Aller, Executive Director, Space Coast Energy Consortium Valerie Carothers, Business Liaison</i></p>
5:00 pm	Adjourn	

WEDNESDAY - November 9, 2011

8:00 am - Noon	Registration - <i>Marquis Salon D Foyer</i>	
8:30 am - 10:00 am	Plenary Session - <i>Marquis Salon D</i>	
	<p>Introduction of Speaker <i>Dr. Helen Parker</i>, Regional Administrator, U.S. Department of Labor, Employment and Training Administration</p> <p>Globalization and Its Impact on Talent Development Strategy <i>Michael Gallis</i>, President, Michael Gallis and Associates</p>	
10:00 am - 10:30 am	Networking Break	
10:30 am - Noon	Track 2: The Nuts and Bolts of Business Services	
Day Two Activities	7 Know Before You Go: A Business Engagement Tool <i>International Salon 1</i>	8 Show Me the Money! <i>[This session is not recommended for those who have not already started doing fee for service.]</i> <i>International Salon 3</i>
	<p>No matter what you are trying to do, you need to have the proper tools in your toolkit. Sometimes those tools are intellectual knowledge and data. But how do you discover the information that you need to know about a potential business partner or client? How do you present yourself and your organization to be seen as an asset and potential partner to them? How can you research to discover who they are and how they fit within your community? How should you present yourself to open a meaningful dialogue?</p> <p>Having data to answer all of these questions can help you begin a dialogue with business and industry in your communities. This workshop will focus on the how and why of data research and its application as a tool for business engagement.</p> <p><i>Faye Duzan</i>, Data Research and Training Specialist, Georgia Department of Labor, Workforce Statistics and Economic Development</p>	<p>Are you ready to roll the dice and start your business? Come learn how one local workforce area has built a viable business by serving businesses. Taking a gamble and believing they could strategically fill niches for employers and the local community, Workforce Essentials has taken <i>fee for services</i> to the next level. You will learn how they diversified their programs into a myriad of business opportunities. From pre-employment drug testing to corporate training, Workforce Essentials will “Show you the Money” that can be made by delivering quality services to employers!</p> <p><i>Marla Rye</i>, Executive Director, Workforce Essentials <i>Robin Dunn</i>, Vice President of Business Services, Workforce Essentials</p>
	9 International Salon B	10 Can We Really Do Fee-for Service? <i>International Salon 2</i>
	 <p>Taking Care of Business ...Tools for Success!</p>	<p>Yes, you can generate revenue from business service options. This beginner level session will provide attendees with real-time examples of how a workforce board’s collaboration with employers is fulfilling the needs of businesses and has resulted in a business-driven fee-for-service operation.</p> <p><i>Jan McKeel</i>, Executive Director, South Central Tennessee Workforce Alliance <i>Stephen Webb</i>, Manager of Business Services, South Central Tennessee Workforce Alliance</p>

WEDNESDAY - November 9, 2011

10:30 am - Noon	Track 2: The Nuts and Bolts of Business Services (Continued)	
Day Two Activities	11 Determining Business Needs and Business Requirements <i>International Salon C</i>	
	Hear it from the <i>horse's mouth</i> ! Yes, real business executives from economic development will share with you the services businesses value most and how these services make the difference in business relocation decisions. The workshop will cover relationships with new and emerging industries and bringing resources to the table. <i>Nick Brake</i> , CEO, Greater Owensboro Economic Development - Business Co-Presenter <i>Ed Castile</i> , Director, Alabama Industrial Development Training <i>David Hollars</i> , Director, Centralina Workforce Development Board - Moderator	
	Noon - 1:30 pm	Lunch on Your Own
1:30 pm - 2:30 pm	Town Hall Dialogue - <i>Marquis Salon D</i>	
	Soul Searching! How to Work Through Barriers, Opportunities to Engage Employers and Enhance Services That are Most Valued by Business Town Hall Dialogue with <i>Assistant Secretary Jane Oates</i> , U.S. Department of Labor, Employment and Training Administration <i>Dr. Helen Parker</i> , Regional Administrator, U.S. Department of Labor, Employment and Training Administration, Moderator	
2:30 pm - 3:00 pm	Networking Break	
3:00 pm - 4:30 pm	Track 2: The Nuts and Bolts of Business Services (Continued)	
	12 Creating an Outreach Strategy Framework <i>International Salon B</i>	13 The Fastest Way to Get to the Heart of Business! <i>International Salon C</i>
	Develop your own 30-second elevator speech that engages businesses with your workforce services. Write your value statement for business service presentations. Explore why and how social media, free cable TV, and public service announcements are a part of successful workforce board's outreach strategies. <i>Paige Liggett</i> , Communication Coordinator, South Central Tennessee Workforce Alliance	This workshop will show how Incumbent Worker Training (IWT) is not only a workforce program but how it can be used to win businesses over. Presenters will show how value of IWT can lead employers to use workforce agencies to expand those services that business value. Also hear how state structure and policies can help local workforce areas to attract businesses. <i>Sheila Dotson</i> , Director, Western Piedmont Workforce Development Board <i>Marty Waters</i> , President and CEO, The Marlin Company, Inc. - Business Co-Presenter <i>Laura Spivey</i> , Manager of Business Services, North Carolina Department of Commerce <i>Peggy Byrd</i> , Business Services Liaison, Western Piedmont Workforce Development Board

3:00 pm - 4:30 pm	Track 2: The Nuts and Bolts of Business Services (Continued)	
Day Two Activities	<p>14 Virtual Business Engagement</p> <p><i>International Salon 1</i></p>	<p>15 State-wide Business Service Offerings: What are the “Core Business Services” and how are They Delivered?</p> <p><i>International Salon 2</i></p>
	<p>This workshop will provide a clear understanding of how social media can impact human resources (HR) strategies and arm you with practical tools to optimize recruitment efforts. Expect an energetic and engaging presentation that is ideal for HR professionals, owners of small and medium-sized businesses, and workforce development professionals. We will provide practical, easy-to-use tools. You’ll learn:</p> <ul style="list-style-type: none"> • Recruiting traps and treasures when using <i>Facebook, Twitter or LinkedIn</i> • Real-world examples of using social recruiting and virtual interviewing to find the best talent • How virtual job fairs create business engagement <p>Come to this workshop to learn how to make your web-based options more robust while saving you time and funds.</p> <p><i>Eric Nakamura</i>, Special Projects Manager, Brevard Workforce <i>Miguel Caraballo</i>, Georgia Department of Labor <i>Carrie Burns</i>, President and CEO, Cre8ive Industries - Business Presenter</p>	<p>States can take leadership in fostering and promoting an atmosphere of business engagement at the state and local level. Learn about core business service and policy considerations that are imperative when developing a statewide approach to business engagement.</p> <p><i>Bill Janes</i>, Consultant, America’s Workforce System <i>Debbie McMullian</i>, Director of Quick Response Training, Workforce Florida, Inc.</p>
	<p>16 But, Our WIB Doesn’t Have Integrated Funds, So Why Do I Have to Know About Business Engagement?</p> <p><i>International Salon 3</i></p>	
4:30 pm	Adjourn	

8:30 am - 10:00 am	Track 3: Strategic Approach to Business Engagement	
Day Three Activities	17 Developing a Regional Approach to Business Engagement: How Service Providers and Board Efforts can be Coordinated for Optimum Marketing and Service Delivery <i>International Salon A</i>	18 Business Services is a Consultative Sales Process, Not a Social Service <i>L508</i>
	<p>Bring your engaging mind and experience. Leave with an action plan you can put in place right away! This workshop will help you to create your consortium, board and service provider Plan to engage businesses, do outreach, and delivery services to your business customers. We will use <i>speed planning</i>, where each participant will identify and specify the roles, responsibilities and tasks to get the results needed by their businesses and industries. Experiences will be shared and best practices provided. Leave with solid action steps you can use!</p> <p><i>Bill Janes, Consultant, America's Workforce System</i></p>	<p>This advanced professional development session is <u>only for</u> experienced Business Service Representatives who are ready to capitalize on business accounts already in hand. This session will provide information on how to determine workforce issues within a business. Having a thorough knowledge of workforce services will allow participants to understand choices and recommend workable combinations in answer to case studies during the session.</p> <p><i>Eric Nakamura, Special Projects Manager, Brevard Workforce</i> <i>Jolene Jefferies, Vice President, Direct Employer</i></p>
	19 Business Engagement Means Professional Development <i>International Salon 1</i>	20 Add More to Your Fee-For-Service Activities <i>L4056</i>
	<p>This intermediate professional development session will cover <i>Performance Benchmarks for Business Service Representatives</i>, what to look for when hiring, in-depth training components, and how motivating business service representatives is different. The role of Business Services in partnership development both internally and externally will be discussed.</p> <p><i>Judy Blanchard, Director, Industry Relations, Brevard Workforce</i></p>	<p>Staying relevant to your business customers is challenging when they are not hiring. But even in the midst of a recession, there are services valuable to business and community partners. Attendees will discuss assessments, data mining and reporting projects that have not only brought in revenue, but also positioned the workforce organization as an important partner. This session will also demonstrate how creating a <i>3-Level Business Account System</i> can increase your value with businesses.</p> <p><i>Bryan Stone, Vice President, WorkSource</i></p>
	21 BizLaunch - A Workforce Small Business Strategy <i>Marquis Salon D</i>	
	<p>This session will introduce some of the components of the U.S. Department of Labor Small Business Partnership Toolkit and how you can implement them to create entrepreneur and small business strategies in a new way.</p> <p><i>Erica Lemp, Program Planning Officer, Brevard Workforce</i></p>	

THURSDAY - November 10, 2011

10:00 am - 10:15 am		Networking Break
10:15 am - Noon		Closing Session - <i>Marquis Salon D</i>
	Day Three Activities	<p>Introduction of Speaker <i>Dr. Helen Parker</i>, Regional Administrator, U.S. Department of Labor, Employment and Training Administration</p> <p>Meeting the Needs of Today's Expanding Industries to Maintain a Competitive Position <i>Ronnie Bryant</i>, President and CEO, Charlotte Regional Partnership</p> <p>Continuing the Dialogue - Possible Next Steps <i>Dr. Helen Parker</i>, Regional Administrator, U.S. Department of Labor, Employment and Training Administration</p>
Noon		Adjourn